

## ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE WELCOMES PROSIEBENSAT.1 MEDIA SE

**BRUSSELS, 25 FEBRUARY 2020.** The Association of Commercial Television in Europe (ACT) is delighted to announce the return of ProSiebenSat.1 Media SE to its membership. This brings the total ACT membership to 28 of Europe's largest media enterprises present across the EU.

Commenting on the new membership, **Grégoire Polad, ACT Director General**, stated: *"We are delighted that ProSiebenSat.1 has returned to the ACT, thereby reuniting all founding members as the Association celebrates its 30 year anniversary. This confirms ACT's ongoing impactful representation of the commercial broadcasting sector as we enter a new political cycle and call on the Institutions to develop a Robust, Responsible and Reliable media policy for Europe"*.

ProSiebenSat.1 combines leading entertainment brands with a successful production business and a strongly growing commerce portfolio and is thus one of the most diversified media companies in Europe. The company can address over 45 million TV households in Germany, Austria and Switzerland with its 15 free and pay TV channels. At the same time, ProSiebenSat.1 reaches around 36 million unique users every month with online offerings marketed by ProSiebenSat.1.

**Conrad Albert, Deputy CEO & Group General Counsel, ProSiebenSat.1 Media SE**, stated, *"The European audiovisual industry still has to compete on a playing field that is far from being level. And European media policy and lawmaking still lacks a coherent long-term strategy for our industry. Both challenges need a strong voice in Brussels and we are happy to be on board for this."*

\*\*\* END \*\*\*

### ABOUT THE ASSOCIATION OF COMMERCIAL TELEVISION IN EUROPE (ACT)

The European commercial TV sector is a major success story. We entertain and inform hundreds of millions of EU citizens each week. We are a high growth sector which delivers substantial value to EU citizens, for instance delivering plurality in news provision across the EU and beyond. The Association of Commercial Television in Europe represents the interests of leading commercial broadcasters across Europe. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. At ACT we believe that the healthy and sustainable commercial broadcasting sector has an important role to play in the European economy, society and culture.



Further press enquiries to be directed to Grégoire Polad | ACT Director General  
Telephone: +32 2 736 00 52 | E-mail: [gp@acte.be](mailto:gp@acte.be) | [www.acte.be](http://www.acte.be)

### ABOUT PROSIEBENSAT.1 GROUP

ProSiebenSat.1 combines leading entertainment brands with a successful production business and a strongly growing commerce portfolio and is thus one of the most diversified media companies in Europe. We want to offer great entertainment – whenever, wherever and on any device. We can address over 45 million TV households in Germany, Austria and Switzerland with our 15 free and pay TV channels. At the same time, we reach around 36 million unique users every month with online offerings marketed by ProSiebenSat.1. Successful formats like "The Masked Singer", "Germany's next Topmodel", and "Beat the Channel" as well as top-notch stars like Heidi Klum, or Dwayne Johnson belong to our family. Shows like "Bosch", "Married at First Sight", or "Queen of Drags" are created within our production and distribution business Red Arrow Studios. Our global digital studio Studio71 achieves over 9.9 billion monthly video views and operates more than 1,400 web channels. Our NuCom Group is a rapidly growing e-commerce player with leading portfolio companies that offer online price comparison, matchmaking, experiences as well as beauty & lifestyle. ProSiebenSat.1 are more than 7,000 passionate creators that love to entertain and delight our viewers and consumers each day.

Further press enquiries can be directed to Patrick Schmid  
Telephone: +49 89 95072446 | E-mail: [Patrick.schmid@prosiebensat1.com](mailto:Patrick.schmid@prosiebensat1.com) | [www.prosiebensat1.com](http://www.prosiebensat1.com)